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Contact:

SBA – Sue Hensley, 202-205-6444, sue.hensley@sba.gov

Bill Graves, Topica Inc., 415 344-3821, billg@get.topica.com

SBA and Topica Co-Sponsor a Free Online Webinar on E-mail Marketing for Small Businesses

WASHINGTON – The U.S. Small Business Administration and Topica Inc., today announced a series of free, live online “webinars” about e-mail marketing strategies, entitled “E-mail Marketing for Small Business.” The first of the 60-minute webinars will be held September 3, at 2:00 p.m. (Eastern Time). It is intended for small to medium-sized businesses such as retailers and professionals, as well as e-commerce Web sites of all types.

“Both the SBA and Topica have a long history of experience in working with small businesses to maximize their investment in e-mail marketing,” said SBA Administrator Hector V. Barreto.

“We will focus on how small businesses can take advantage of the inexpensive and rapid tool of e-mail marketing without fear of alienating their customers and suppliers.”

“Every retailer should be using e-mail to increase its sales, and we will be presenting what we’ve learned are the most effective strategies,” said Anna Zornosa, President and CEO of Topica, who will host the webinar. “One lesson we’ve learned is the necessity to make it quick and easy for readers to buy.”

The webinar will feature—

- a checklist of best practices for responsible e-mail marketing, including ways to obtain the recipient’s permission, unsubscribe links and posted privacy policies;
- tips for successful e-mail selling covering areas like effective offers, how to build a list, e-mail design, the power of confirmed opt-in, frequency, and personalization;
- resources to get started, including a carefully selected catalog of resources that can help marketers increase the effectiveness of their e-mail campaigns; and
- stories from the e-mail/e-retail front, including examples of how various companies have used e-mail to boost sales, recruit paying attendees and generate demand.

Also covered will be overall principles in making e-mail work for e-commerce. There will be a question and answer session following the webinar presentation.

Small business owners can participate in this free, 60-minute session from their own computer and telephone. Interested participants can sign-up at <https://topicaevents.webex.com> by clicking the “Enroll” button next to the September 3 event titled “E-mail Marketing for Small Business.”

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About the SBA

The U.S. Small Business Administration, established in 1953, provides financial, technical and management assistance to help Americans start, run, and grow their businesses. With a portfolio of direct and guaranteed business loans and disaster loans worth more than \$45 billion, SBA is the nation's largest single financial backer of small businesses. Last year, SBA offered management and technical assistance to more than 1.5 million small business owners. SBA also plays a major role in the government's disaster relief efforts by making low-interest recovery loans to both homeowners and businesses.

America's 23 million small businesses employ more than 50 percent of the private work force, generate more than half the nation's gross domestic product, and are the principal source of new jobs in the U.S. economy.

About Topica, Inc.

Topica, Inc., San Francisco, Calif., is a leading provider of self-service e-mail solutions, delivering 1 billion e-mail newsletters and discussion group messages each month. By providing easy-to-use but powerful marketing tools, the company has extended the power of e-mail marketing and communications to magazine publishers, small businesses, and non-profit organizations. Customers include The National Geographic Society, eHobbies Inc., IBM and Hachette Publications. The company partners with companies including CNET Inc., PayPal Inc. and Terra Lycos to distribute its products to Web sites and small businesses. Firmly committed to permission-based e-mail, Topica is a member of TrustE, the E-mail Services Provider Coalition of the NAI (National Advertising Initiative), and a member of the Internet Alliance. The company was founded in 1998 and is backed by investors including Morgan Stanley, TLCom Ltd., August Capital and Highland Capital Partners.

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